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ABSTRACT

This report presents the data from a national, random sample survey designed by the Kaiser Family Foundation and Princeton Survey Research Associates (PSRA) and conducted by PSRA by telephone between April 6-26, 1999, when 1001 parents of children ages 2-17 were interviewed about their opinions of television, the V-Chip, and the TV ratings system. The report contains the "topline" results and features parents' answers to 34 different questions. It notes that 698 interviews were fielded prior to the Littleton, Colorado school shootings and 303 after. Contains 13 notes. A chart pack containing 9 large data charts is attached. (NKA)

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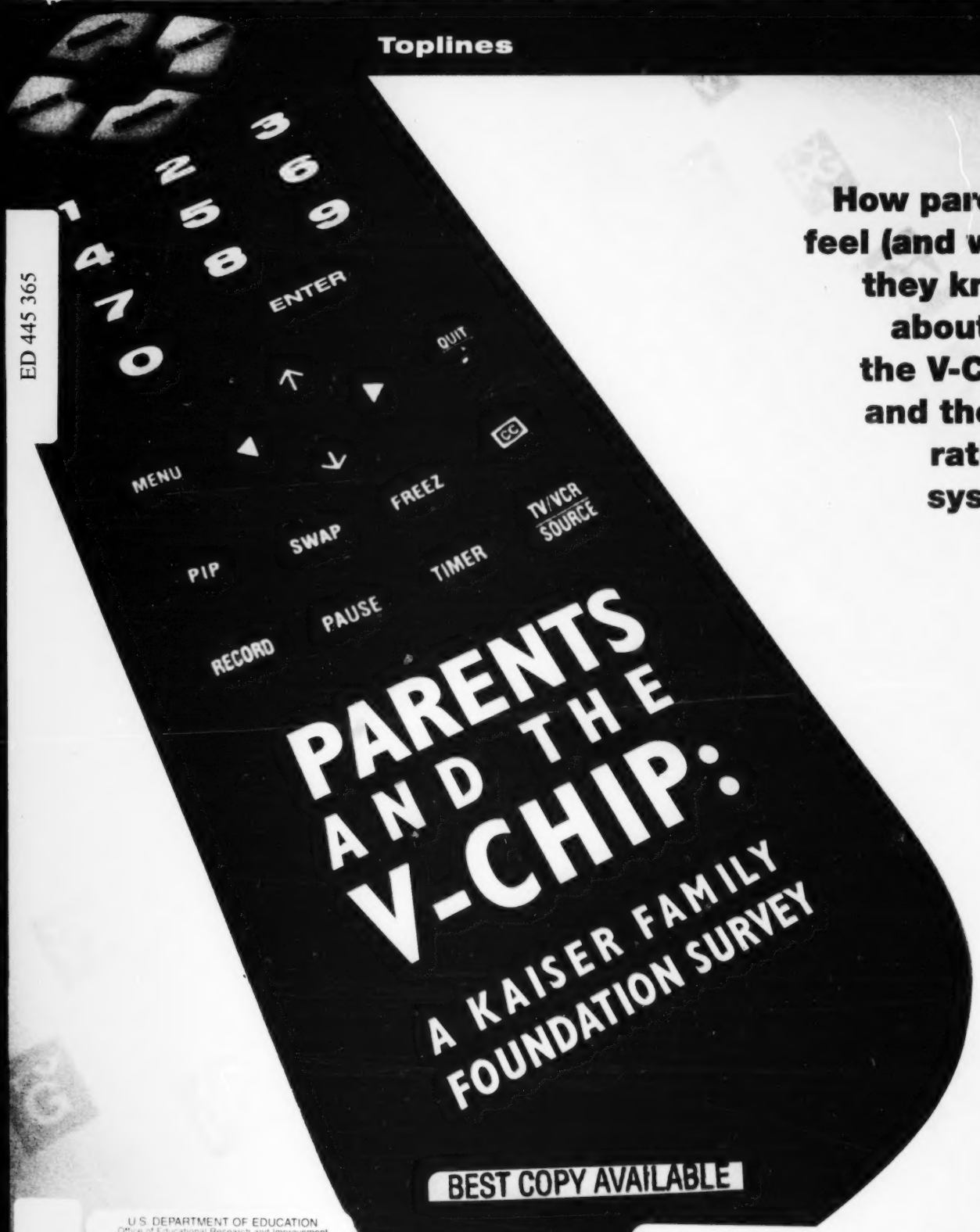

PARENTS AND THE V-CHIP:

A KAISER FAMILY FOUNDATION SURVEY

How parents feel (and what they know) about TV, the V-Chip, and the TV ratings system

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CS 510 399

PARENTS AND THE V-CHIP

A Kaiser Family Foundation Survey

May 1999

Methodology

Parents and the V-Chip reports on the results of a national, random sample survey designed by the Kaiser Family Foundation and Princeton Survey Research Associates (PSRA), and conducted by PSRA by telephone between April 6-26, 1999. 1,001 parents of children ages 2-17 were interviewed. The survey updates a previous Foundation survey, *Parents, Children and the Television Ratings System*, conducted in April, 1998.

For results based on the total sample, one can say with 95 percent confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. The sampling error for the sub-sample of those parents "aware of the ratings," (n=807) based on question 1, the sub-sample of parents who "use ratings," (n=635) based on question 18 ("often," "sometimes" or "hardly ever"), and the sub-sample of parents of children under 10 years old (n=628) is plus or minus 4 percentage points. The sampling error for the sub-sample of parents who have children under 10 years old and who are also "aware of the ratings" (n=509) is plus or minus 5 percentage points.

In addition to sampling error, question wording and practical difficulties in conducting telephone surveys can introduce error or bias into the findings of opinion polls.

Some of the interviews included in this survey were completed after the Littleton, Colorado school shootings. A total of 698 interviews were fielded prior to the Littleton incident, and 303 after. Responses did not vary based on whether the interview took place before or after the Littleton incident, except for questions 2e, 5, and 30, where statistically significant differences did exist based on pre and post-Littleton responses. The pre- and post-Littleton results for these questions are included in the toplines.

TOPLINE RESULTS

Princeton Survey Research Associates for the Kaiser Family Foundation

n=1,001 parents of children aged 2-17
Margin of error: plus or minus 3 percentage points
Square root of design effect: 1.08
Field period: April 6-26, 1999

*Note: Not all results will add to 100% due to rounding error.

1. About a year and a half ago, the television industry introduced a rating system, designed to help parents decide whether a TV show is appropriate for their family to watch. Some of the ratings used are TV-G, TV-PG and TV-14. Before this interview, had you ever heard of this TV rating system, or not?[1]

	Current	4/98[2]
Yes, have heard of it	80	82
No, had not hear of it	19	18
Don't Know/Refused	*[3]	*

2. In addition to television, other entertainment media like movie and recording industries also have rating systems or parental advisory labels to help people decide whether material is appropriate for their family. As I read you some different rating systems and parental advisories, tell me whether or not you have EVER used each one to help guide YOUR OWN family's choices. (First,) have you ever used...

	Yes, Used	No, Never Used/Not Aware	Don't Know Refused
a. The ratings for TV shows?			
Current	52	48	*
4/98	54	46	*
b. The parental advisories on CD's and music tapes?			
Current	42	57	1
4/98	41	58	1
c. The rating system for movies in theaters and on video?			
Current	82	18	*
4/98	86	14	*

[1] For trend data, wording has changed from "Have you seen or heard anything about the TV ratings system?" to "Before this interview, had you ever heard of this TV rating system, or not?"

[2] Trend from *Parents, Children and the Television Ratings System*, May 1998, a Princeton Survey Research Associates poll of parents with children aged 2-17 conducted for the Henry J. Kaiser Family Foundation, April 2-26, 1998.

[3] An asterisk indicates values less than .5%.

	Yes, Used	No, Never Used/Not Aware	Don't Know Refused
d. The parental advisories on video and computer games?			
Current	53	46	1
4/98	54	46	*
Based on those with video game equipment or PCs with computer games			
Current (n=875)	57	43	1
4/98 (n=1127)	55	51	*
e. The ratings and parental advisories on Internet Web sites?			
Current	23	76	1
4/98	18	81	1
Based on those with Internet access			
Current (n=488)	39	60	1
4/98 (n=517)	32	63	1
Littleton School Shootings[4]			
Pre Littleton (n=698)	21	78	1
Post Littleton (n=303)	27	73	*

3. Please tell me how USEFUL each of the following has been in helping guide your family's choices. How useful has this been...: very useful, somewhat useful, not too useful, or not at all useful?

Based on those who have ever used each rating/advisory system

	Very Useful	Somewhat Useful	Not Too Useful	Not At All Useful	DK/ Refused	n
a. The ratings for TV shows						
Current	40	50	7	3	*	527
4/98	42	51	5	2	*	728
b. The parental advisories on CD's and music tapes						
Current	51	37	7	4	1	437
4/98	45	42	7	4	2	538
c. The ratings for movies						
Current	54	40	4	1	*	828
4/98	55	40	3	2	*	1111
d. The parental advisories on video and computer games						
Current	42	44	8	4	2	539
4/98	43	46	6	3	2	704

[4] These results are separated based on whether respondents were interviewed before or after the Littleton, Colorado school shooting incident (Pre-Littleton - 4/6/99-4/19/99, n=698; Post-Littleton - 4/20/99-4/27/99, n=303).

	Very Useful	Somewhat Useful	Not Too Useful	Not At All Useful	DK/ Refused	n
e. The ratings and parental advisories on Internet Web sites						
Current	54	36	3	4	3	232
4/98	43	46	6	2	3	621

4. Parents have different concerns about what their children may be exposed to in the TV shows they watch. How concerned are YOU that your children are being exposed to too much...**(INSERT–READ AND ROTATE)** in the TV shows they watch? Are you concerned a great deal, somewhat, not too much, or not at all? **(RECORD RESPONSE AND THEN CONTINUE WITH NEXT ITEM)** How concerned are you that your children are being exposed to too much...

	Great Deal	Some-what	Not Too Much	Not At All	DK/ Refused
a. Violent content					
Current	60	26	9	5	1
4/98	62	24	10	4	*
10/96[5]	39	36	19	5	1
b. Sexual content					
Current	66	21	6	6	1
4/98	67	21	7	5	*
10/96	43	28	19	10	*
c. Adult language					
Current	59	25	9	7	*
4/98	59	26	10	5	*

5. Which ONE of the following concerns you MOST as a parent? Is it the amount of ... **(READ RELEVANT ITEMS FROM Q.4)** in the TV shows your children are watching?

	Current	4/98	*Pre-Littleton*	*Post-Littleton*
Violent content (or)	23	28	21	28
Sexual content (or)	27	29	28	23
Adult language (or)	7	8	7	4
(VOL.) All about the same/No one in particular	21	14	20	24
No major concerns	22	21	23	21
Don't know/Refused	*	*	*	0
			n=698	n=303

[5] Trend from *Parents Speak Up about Television Today*, December 1996, a Princeton Survey Research Associates poll of parents with children aged 8-12 conducted for the Henry J. Kaiser Family Foundation, October 3-29 1996.

6. Now I'm going to ask you some questions about the TV rating system and how it works. We don't expect you to know all the answers. If you're not sure of something, just say so and I'll go to the next question. As far as you know, what kind of information does the TV rating system NOW provide about a TV show? Does it tell you ...

			Aware of ratings[6]	
	Current	4/98	4/99	4/98
What AGE level a TV show is appropriate for, OR...	12	12	15	14
What kind of CONTENT is in a TV show, such as the amount of sex, violence, or adult language	14	14	17	17
Does it provide BOTH age- and content-based information?	43	48	54	59
Not aware of rating system	19	18	—	—
Don't know/Refused	11	8	14	10
			n=807	n=1103

7. Now I'm going to read you some different kinds of TV shows. As I read each one, tell me whether or not you think it is now rated under the TV rating system. (First,) what about... **(INSERT–READ AND ROTATE)** Is this kind of show now rated, or not?[7]

	Yes, Rated	No, Not Rated	Not Aware of Rating System	DK/ Refused
a. Children's shows like Sesame Street and Saturday morning cartoons				
Current	36	20	19	25
4/98	41	20	18	21
Of those who are aware of the ratings				
4/99 (n=807)	45	24	—	31
4/98 (n=1103)	49	25	—	26
b. Daytime soap operas like Days of Our Lives and General Hospital				
Current	17	21	19	42
4/98	19	22	18	41
Of those who are aware of the ratings				
4/99 (n=807)	21	26	—	52
4/98 (n=1103)	23	27	—	50

[6] These responses are based on those parents who said they had heard of the TV ratings system in question 1, and will be referred to as "Aware of Ratings" throughout the survey (n=807).

[7] For trend data, wording has changed from "TV programming" to "show."

	Yes, Rated	No, Not Rated	Not Aware of Rating System	DK/ Refused
c. Talk shows like Oprah and Jerry Springer				
Current	35	17	19	29
4/98	33	21	18	28
Of those who are aware of the ratings				
4/99 (n=807)	43	21	—	35
4/98 (n=1103)	40	26	—	34
d. Live sports like Monday Night Football				
Current	4	50	19	27
4/98	5	52	18	25
Of those who are aware of the ratings				
4/99 (n=807)	4	62	—	33
4/98 (n=1103)	6	63	—	31
e. TV news magazines like Dateline and 60 Minutes				
Current	18	32	19	31
4/98	18	35	18	29
Of those who are aware of the ratings				
4/99 (n=807)	22	40	—	38
4/98 (n=1103)	22	43	—	35
f. Prime time dramas like ER and NYPD Blue				
Current	58	6	19	17
4/98	62	6	18	14
Of those who are aware of the ratings				
4/99 (n=807)	71	8	—	21
4/98 (n=1103)	76	7	—	17
g. Prime time comedies like Frasier and Everybody Loves Raymond[8]				
Current	38	17	19	26
4/98	45	17	18	20
Of those who are aware of the ratings				
4/99 (n=807)	47	21	—	32
4/98 (n=1103)	55	20	—	25

[8] For trend data, examples have changed from "Seinfeld and Cosby" to "Frasier and Everybody Loves Raymond."

8. As far as you know, under the current system, who decides what a TV show's rating should be...

			Aware of Ratings	
	Current	4/98	4/99	4/98
The TV industry itself	25	26	31	31
A government agency	7	7	8	9
An independent review board	25	26	31	32
(VOL.) Other	2	1	2	1
Not aware of rating system	19	18	—	—
Don't know/Refused	23	22	29	27
			n=807	n=1103

9. The TV rating system uses different numbers and letters to provide information about a show. Do you happen to know ANY of the specific ratings now being used in rating CHILDREN'S SHOWS, such as Sesame Street and Saturday morning cartoons?

			Parents with children under 10[9]	
	Current	4/98	Current	4/98
Yes, correct response (TV-Y, TV-Y7, FV)	10	17	13	22
Yes, incorrect response (TV-G)	9	10	8	11
Yes, other incorrect response	5	3	5	4
No, don't know any	57	51	55	46
Not aware of rating system	19	18	19	16
Refused	*	1	*	1
			n=628	n=798

	Aware of Ratings		Parents with children under 10 aware of ratings[10]	
	4/99	4/98	4/99	4/98
Yes, correct response (TV-Y, TV-Y7, FV)	12	21	17	26
Yes, incorrect response (TV-G)	11	12	10	13
Yes, other incorrect response	6	4	6	4
No, don't know any	71	62	67	56
Not aware of rating system	—	—	—	—
Refused	*	1	*	1
	n=807	n=1103	n=509	n=663

[9] These responses are based on those parents who have any children under 10 years old (Current, n=628; 4/98, n=798).

[10] These responses are based on those parents who said they had heard about the TV ratings system in question one, *and* have any children under 10 years old (Current, n=509; 4/98, n=663).

10. One of the specific ratings for children's shows is "TV-Y." Can you tell me what this rating means?

			Parents with children under 10	
	Current	4/98	Current	4/98
Yes, correct response (suitable for all children)	36	34	40	38
Yes, incorrect response	3	6	4	7
No, don't know	42	41	37	39
Not aware of rating system	19	18	19	16
Refused	0	1	0	*
			n=628	n=799

	Aware of Ratings		*Parents with children under 10 aware of ratings*	
	4/99	4/98	4/99	4/98
Yes, correct response (suitable for all children)	45	42	50	45
Yes, incorrect response	4	8	4	8
No, don't know	52	50	46	47
Not aware of rating system	—	—	—	—
Refused	0	*	0	*
	n=807	n=1103	n=509	n=663

11. Another specific rating used for children's shows is "TV-Y7." Can you tell me what this means?

			Parents with children under 10	
	Current	4/98	Current	4/98
Yes, correct response (directed to children Age 7 and over)	34	41	37	45
Yes, incorrect response (directed to children UNDER age 7)	12	6	13	7
Yes, other incorrect response	1	1	1	1
No, don't know	33	34	31	31
Not aware of rating system	19	18	19	16
Refused	0	*	0	*
			n=628	n=799

	Aware of Ratings		*Parents with children under 10 aware of ratings*	
	4/99	4/98	4/99	4/98
Yes, correct response (directed to children Age 7 and over)	42	50	46	54
Yes, incorrect response (directed to children UNDER age 7)	15	8	16	8
Yes, other incorrect response	1	1	2	1
No, don't know	41	41	37	37
Not aware of rating system	—	—	—	—
Refused	0	*	0	*
	n=807	n=1103	n=509	n=663

12. Other specific ratings are used for general programming that is NOT specifically designed for children. I'm going to ask you what some specific ratings for general programming mean. Again, if you're not sure of an answer, just say so and I'll go to the next item. (First,) what about the rating... **(INSERT–ROTATE ORDER)** Can you tell me what this means?

a. "TV-MA."

			Aware of Ratings	
	Current	4/98	4/99	4/98
Yes, correct response (for mature audiences/adults/not for children under 18)	38	41	47	50
Yes, incorrect response	1	*	1	1
No, don't know	42	40	52	48
Not aware of rating system	19	18	—	—
Refused	0	1	0	1
			n=807	n=1103

b. "TV-14."

			Aware of Ratings	
	Current	4/98	4/99	4/98
Yes, correct response (directed to audiences aged 14 and older/inappropriate for children under age 14/ may contain intense violence, sexual situations, or adult language)	60	63	75	76
Yes, incorrect response (directed to children UNDER age 14)	3	2	4	3
Yes, other incorrect response	1	2	1	3
No, don't know	17	15	20	18
Not aware of rating system	19	18	—	—
Refused	0	*	0	*
			n=807	n=1103

c. "TV-PG."

			Aware of Ratings	
	Current	4/98	4/99	4/98
Yes, correct response (parental guidance suggested/may be inappropriate for younger children/may contain some violence, sex, or adult language)	68	70	84	86
Yes, incorrect response	5	3	6	4
No, don't know	8	9	10	10
Not aware of rating system	19	18	—	—
Refused	0	*	0	0
			n=807	n=1103

d. "TV-G."

			Aware of Ratings	
	Current	4/98	4/99	4/98
Yes, correct response (appropriate for all ages/general audiences)	59	62	73	75
Yes, incorrect response	5	4	6	5
No, don't know	17	16	22	20
Not aware of rating system	19	18	—	—
Refused	0	*	0	*
			n=807	n=1103

13. The TV rating system uses different letters to provide information about the CONTENT of a program. One of these letters is...**(ROTATE)** Can you tell me what this letter stands for?

a. "D" as in "David"

	Current	4/98	Aware of Ratings 4/99	Aware of Ratings 4/98
Yes, correct response (dialogue/suggestive dialogue/sexual dialogue	2	2	3	3
Yes, incorrect response	5	4	7	4
No, don't know	73	76	90	93
Not aware of rating system	19	18	—	—
Refused	0	*	0	*
			n=807	n=1103

b. "FV" as in "Frank Victor"

	Current	4/98	Parents with children under 10 4/99	Parents with children under 10 4/98
Yes, correct response (fantasy violence/ cartoon violence)	3	7	3	7
Yes, partially correct response (violence with no mention of fantasy or cartoon)	8	6	8	6
Yes, incorrect response	10	4	10	5
No, don't know	60	65	60	63
Not aware of rating system	19	18	19	19
Refused	0	*	0	0
			n=628	n=799

	Aware of Ratings 4/99	Aware of Ratings 4/98	Parents with children under 10 aware of ratings 4/99	Parents with children under 10 aware of ratings 4/98
Yes, correct response (fantasy violence/ cartoon violence)	4	8	4	8
Yes, partially correct response (violence with no mention of fantasy or cartoon)	10	8	9	7
Yes, incorrect response	12	5	13	6
No, don't know	74	79	74	78
Not aware of rating system	—	—	—	—
Refused	0	*	0	*
	n=807	n=1103	n=509	n=663

c. "S" as in "Sam"

	Current	4/98	Aware of Ratings 4/99	Aware of Ratings 4/98
Yes, correct response (sex/sexual content/ sexual situations)	34	44	43	53
Yes, incorrect response	1	1	1	1
No, don't know	46	37	56	46
Not aware of rating system	19	18	—	—
Refused	*	*	*	*
			n=807	n=1103

d. "L" as in "Larry"

			Aware of Ratings	
	Current	4/98	4/99	4/98
Yes, correct response (language/coarse language/adult language/bad language)	40	40	50	49
Yes, incorrect response	1	1	1	1
No, don't know	40	41	49	50
Not aware of rating system	19	18	—	—
Refused	0	*	0	0
			n=807	n=1103

e. "V" as in "Victor"

			Aware of Ratings	
	Current	4/98	4/99	4/98
Yes, correct response (violence/violent content)	54	55	66	68
Yes, incorrect response	*	1	*	1
No, don't know	27	25	33	31
Not aware of rating system	19	18	—	—
Refused	0	1	0	*
			n=807	n=1103

14. Do you know where you can find out what rating a particular show has received under this system?[11]

15. Where can you find out? **PROBE FOR FULL RESPONSE:** Anywhere else?

			Aware of ratings	
	Current	4/98	4/99	4/98
Total yes, named any specific source	44	41	50	50
TV Guide or other weekly TV magazine	33	34	38	41
Newspaper/Newspaper TV listings	4	6	5	7
On the TV screen	16	10	20	12
Other place	4	3	5	3
Yes, but did not name specific source	*	1	*	1
No, don't know	37	40	50	49
Not aware of rating system	19	18	—	—
Refused	0	2	0	0
			n=807	n=1103

(**Total of specific yes responses exceeds 44 percent due to multiple responses)

16. Have you ever seen anything – on television, in newspapers, magazines, or anywhere else – that explained how to use the TV rating system and told you what each specific rating means?

	Current	4/98
Yes	39	43
No	40	37
Not aware of rating system	19	18
Don't know/Refused	2	2

[11] For trend data, wording changed from "what a TV show has been rated under this system" to "what rating a particular show has received under this system."

17. When ONE OF YOUR CHILDREN is watching a television show, how often do you know what rating that show has received?[12]

			Aware of ratings	
	Current	4/98	4/99	4/98
Almost always/Always (VOL.)	16	26	19	31
Most of the time	18	20	22	25
Only sometimes	19	19	23	23
Hardly ever	18	11	23	14
Never	8	5	10	6
Not aware of rating system	19	18	—	—
Don't know/Refused	2	1	2	1
			n=807	n=1103

18. How frequently, if ever, do you use the TV rating system to help make decisions about what shows YOUR CHILDREN will watch...

			Aware of ratings	
	Current	4/98	4/99	4/98
Often	22	31	27	38
Sometimes	22	23	27	28
Hardly ever	19	13	24	16
Never	17	14	21	17
Not aware of rating system	19	18	—	—
Don't know/Refused	*	1	1	1
			n=807	n=1103

19. Which part of the rating system provides the most useful information for YOU as a parent – the part that tells you what AGES a show is appropriate for, such as TV-Y and TV-PG, or the part that tells you about a show's CONTENT, such as "S" for sexual content and "V" for violent content?

Based on those who use the ratings system for kids' TV

	Current	4/98
Age-based ratings	24	22
Content-based ratings	62	64
(VOL.) Both equally	9	13
Don't know/Refused	5	1
	n=635	n=903

[12] For trend data, wording changed from "how often do you know the show's rating" to "how often do you know what rating that show has received."

20. One of the four major TV networks only provides age-based ratings, such as TV-PG and TV-14, and does NOT provide any content-based ratings, such as "S" for sexual content and "V" for violence. Do you happen to know which ONE of the major networks does NOT provide content-based ratings? Is it..

			Aware of ratings	
	Current	4/98	4/99	4/98
ABC	3	3	3	3
CBS	1	2	2	3
NBC, or	3	5	3	6
FOX?	15	15	18	18
No, don't know	59	57	73	70
Not aware of rating system	19	18	—	—
Refused	*	*	*	*
			n=807	n=1103

21. We'd like to know what influence, if any, the TV ratings system has had on YOUR OWN family's television viewing. Have you ever stopped a child from watching a TV show because it had a specific rating?

22. About how many times has this happened...

			Aware of ratings	
	Current	4/98	4/99	4/98
Total Yes	39	45	48	55
once or twice	9	11	11	13
three to five times	12	15	15	18
six to ten times	6	8	7	9
more than ten times	11	12	14	15
don't know how many times	1	*	1	*
No	19	20	24	24
Stopped, but not because of rating	5	2	6	3
Never look for ratings	17	15	21	18
Not aware of rating system	19	18	—	—
Don't know/Refused	*	*	*	*
			n=807	n=1103

23. We're interested in parents' opinions about the accuracy of the TV ratings. From what you've seen on TV, do you think most shows are being rated in a way that accurately reflects their content, or not?

		Use ratings[13]
Yes, reasonably accurate	38	55
No, not accurate	27	35
Not aware of rating system	19	—
Don't know	16	11
		n=635

24. As you may know, the TV ratings system has been designed to work with a TV programming device called a "V-chip" that will allow you to block shows with certain ratings from your television set. Suppose you were buying a new TV set and could choose the same kind of set either WITH or WITHOUT a V-chip for the same price. Would you choose...

A set with a V-chip	72
A set without a V-chip	23
Don't know/Refused	5

25. How about if a TV set with a V-chip cost about $25 more than a set without a V-chip? If that were the case, would you choose...

A set with a V-chip	58
A set without a V-chip	38
Don't know/Refused	4

26. If you had a V-chip in your home, do you think you would ever use it to block shows you don't want your children to see?

	Current	4/98
Yes	77	65
No	20	31
Don't know	3	4

27. Please tell me if you would block shows with each of the following ratings if you had a V-chip in your home today. Would you block shows with this rating, or not... **IF YES, ASK:** Would you block all shows with this rating, or only some shows?

	Block all	Block some	Block none	DK/ Refused
a. TV-PG (parental guidance suggested)				
Current	9	27	61	3
4/98	9	18	72	1

[13] These responses are based on those parents who, in question 18, said they "often," "sometimes" or "hardly ever" use the ratings to help make decisions about what shows their children will watch (n=635).

	Block all	Block some	Block none	DK/ Refused
b. TV-14 (not suitable for children under 14)				
Current	25	31	41	2
4/98	20	23	56	1
c. TV-MA (mature audiences only)				
Current	53	20	26	1
4/98	41	19	39	1
d. TV-Y7 (designed for children aged 7 and older)				
Current	5	17	74	4
4/98	4	11	83	2
Parents with children under 10				
Current	5	21	69	4
4/98	5	13	81	1

28. Would you block shows rated "S" for sexual content? **IF "YES", ASK:** Would you block all shows with sexual content, OR would you only block shows with more intense sexual content?

Yes, block all shows with sexual content	52
Yes, block only shows with more intense sexual situations	21
No, would not block	26
Don't know/Refused	1

29. Would you block shows rated "L" for coarse language? **IF "YES", ASK:** Would you block all shows with coarse language OR would you only block shows with more intense coarse language?

Yes, block all shows with coarse language	29
Yes, block only shows with more intense coarse language	34
No, would not block	34
Don't know/Refused	3

30. Would you block shows rated "V" for violent content? **IF "YES", ASK:** Would you block all shows with violent content, OR would you only block shows with more intense violent content?

		Pre-Littleton	*Post-Littleton*
Yes, block all shows with violent content	28	26	33
Yes, block only shows with more intense violent content	40	41	36
No, would not block	31	9	5
Don't know/Refused	2	2	2
		n=698	n=303

31. Would you block shows rated "D" for adult dialogue? **IF "YES", ASK:** Would you block all shows with adult dialogue, OR would you only block shows with more intense adult dialogue?

Yes, block all shows with adult dialogue	31
Yes, block only shows with more intense adult dialogue	30
No, would not block	36
Don't know/Refused	3

32. Would you block shows rated "FV" for fantasy or cartoon violence?

		Parents with children under 10
Yes	41	47
No	54	48
Don't know/Refused	5	5

33. Next, I need to ask whether you have some different equipment or services in your household. (First,) do you have...

	Yes, Have
a. Cable, satellite, or pay TV?	
Current	80
4/98	79
b. Access to HBO, Showtime, or other premium movie channels?	
Current	46
4/98	39
c. A personal computer with computer games?	
Current	63
4/98	57
d. Access to the Internet?	
Current	50
4/98	38
d. Video game equipment such as Sega, Nintendo or Playstation?	
Current	69
4/98	68

34. How likely is it that you'll be buying a new television set in the next one to two years? Is it...

Likelihood of Getting V-chip at Same Cost...	
Very Likely	16
Somewhat likely	14
Not too likely to buy TV	20
Not at all likely to buy TV	22
Not interested in V-chip (Q.24=2)	23
Don't know	5
Likelihood of Getting V-chip at Higher Cost...	
Very Likely	13
Somewhat likely	12
Not too likely to buy TV	16
Not at all likely to buy TV	17
Wouldn't pay more for V-chip (Q.25=2 or Q.24=2)	38
Don't know	4

DEMOGRAPHICS:

D1. Sex of Parent

Male (Father)	44
Female (Mother)	56

D2. Now I have just a few questions so that we can describe the parents who took part in our survey. Are you NOW employed full-time, part-time, are you retired, or are you not employed for pay?

Full-time	69
Part-time	11
Retired	2
Not employed	11
Homemaker (VOL.)	5
Student (VOL.)	1
Disabled (VOL.)	1
Refused	*

D3. Are you married, LIVING as married, divorced, separated, widowed, or have you never been married?

Married	83
Living as married	3
Divorced	6
Separated	2
Widowed	1
Never married/Single	5
Don't know/Refused	*

D4. Is your husband/wife or partner NOW employed full-time, part-time, retired, or not employed for pay?

Based on respondents who are married/living as married; n=773

Full-time	74
Part-time	11
Retired	1
Not employed	9
Homemaker (VOL.)	3
Student (VOL.)	0
Disabled (VOL.)	1
Refused	*

D5. What is the LAST grade or class that you COMPLETED in school?

None, or grade 1-8	1
High school incomplete (grades 9-11)	10
High school graduate (grade 12 or GED certificate)	34
Business, technical, or vocational school AFTER high school	5
Some college, no 4-year degree	24
College graduate (B.S., B.A., or other 4-year degree)	15
Post-graduate training or professional schooling after college (e.g., toward a master's degree or Ph.D.; law or medical school)	11
Don't know/Refused	1

D6. What is your age?

Under 30	17
30-39	40
40-49	35
50+	6
Refused	1

D7. What is your religion – are you Protestant, Roman Catholic, Jewish, Mormon, an Orthodox Church, or some other religion?

D8. **IF SOME OTHER RELIGION/DK/REF ASK:** Do you think of yourself as a Christian or not?

D9. Do you happen to be a born again or Evangelical Christian, or not?

Total Protestant	59
Evangelical	29
Non-Evangelical	27
Catholic	24
Jewish	2
Mormon	2
Orthodox	1
Other religion (non-Christian: Islam, Buddhist, etc.)	3
(VOL.) No religion/Atheist/Agnostic	6
Refused	3

D10. Last year, that is in 1998, what was your total family income from all sources, before taxes? Just stop me when I get to the right category.

Less than $10,000	3
$10,000 to under $20,000	7
$20,000 to under $30,000	13
$30,000 to under $50,000	28
$50,000 to under $75,000	20
$75,000 to under $100,000	10
$100,000 or more	8
Don't know/Refused	11

D11. Are you, yourself, of Hispanic or Latino origin, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

Yes	7
No	92
Don't know/Refused	1

D12. What is your race? Are you white, black, Asian, or some other race? Do you consider yourself a WHITE Hispanic/Latino or a BLACK Hispanic/Latino?

White	82
Black/African-American	11
Asian	4
Other or mixed race	*
Don't know/Refused	2
Age of Children:	
All aged 10-17:	35
All aged 2-9	41
Some of both	22
Refused	2
Any aged 10-17	57
Any aged 2-9	63
Community Size:	
Urban	24
Suburban	49
Rural	28
Region:	
Northeast	19
Midwest	24
South	35
West	22

Parents and the V-Chip

A Kaiser Family Foundation Survey

Chart Pack

Methodology

Parents and the V-Chip reports on the results of a national, random sample survey designed by the Kaiser Family Foundation and Princeton Survey Research Associates (PSRA), and conducted by PSRA by telephone between April 6-26, 1999. 1,001 parents of children ages 2-17 were interviewed. The survey updates a previous Foundation survey, *Parents, Children and the Television Ratings System*, conducted in April, 1998.

For results based on the total sample, one can say with 95 percent confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. The sampling error for the sub-sample of those parents "aware of the ratings," (n=807) based on question 1 in the toplines, is plus or minus 4 percentage points.

Some of the interviews included in the survey on which this chart pack is based were completed after the Littleton, Colorado school shootings. A total of 698 interviews were fielded prior to the Littleton incident, and 303 after. Responses did not vary based on whether the interview took place before or after the Littleton incident, except for questions 2e, 5, and 30, where statistically significant differences did exist based on pre and post-Littleton responses. The pre-and post-Littleton results for these questions are included in the toplines (which are included in the publication package # 1477).

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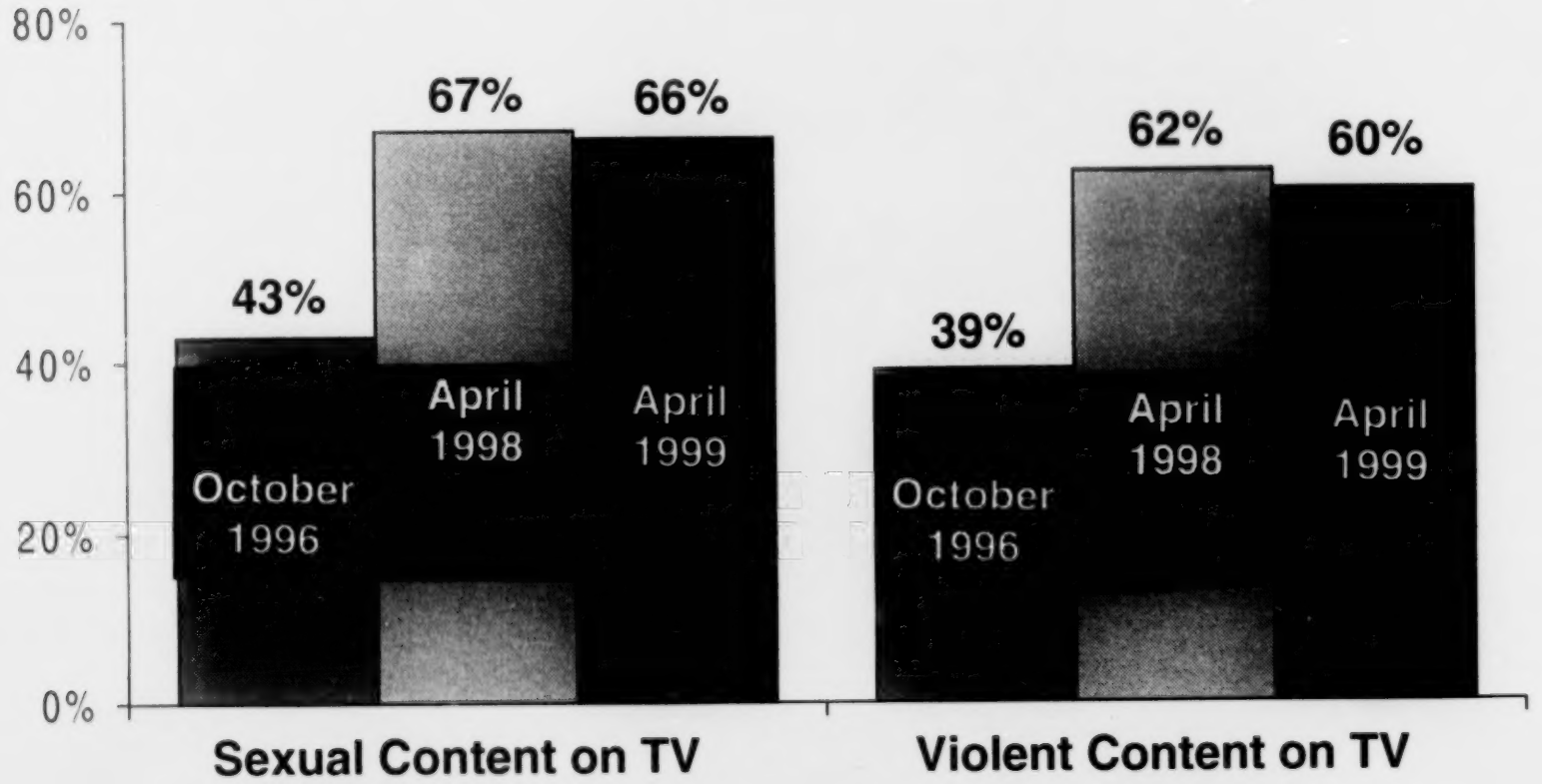
Chart 1

Parental Concern About TV Content

Percent of parents who say they are concerned "a great deal" that their children are being exposed to too much...

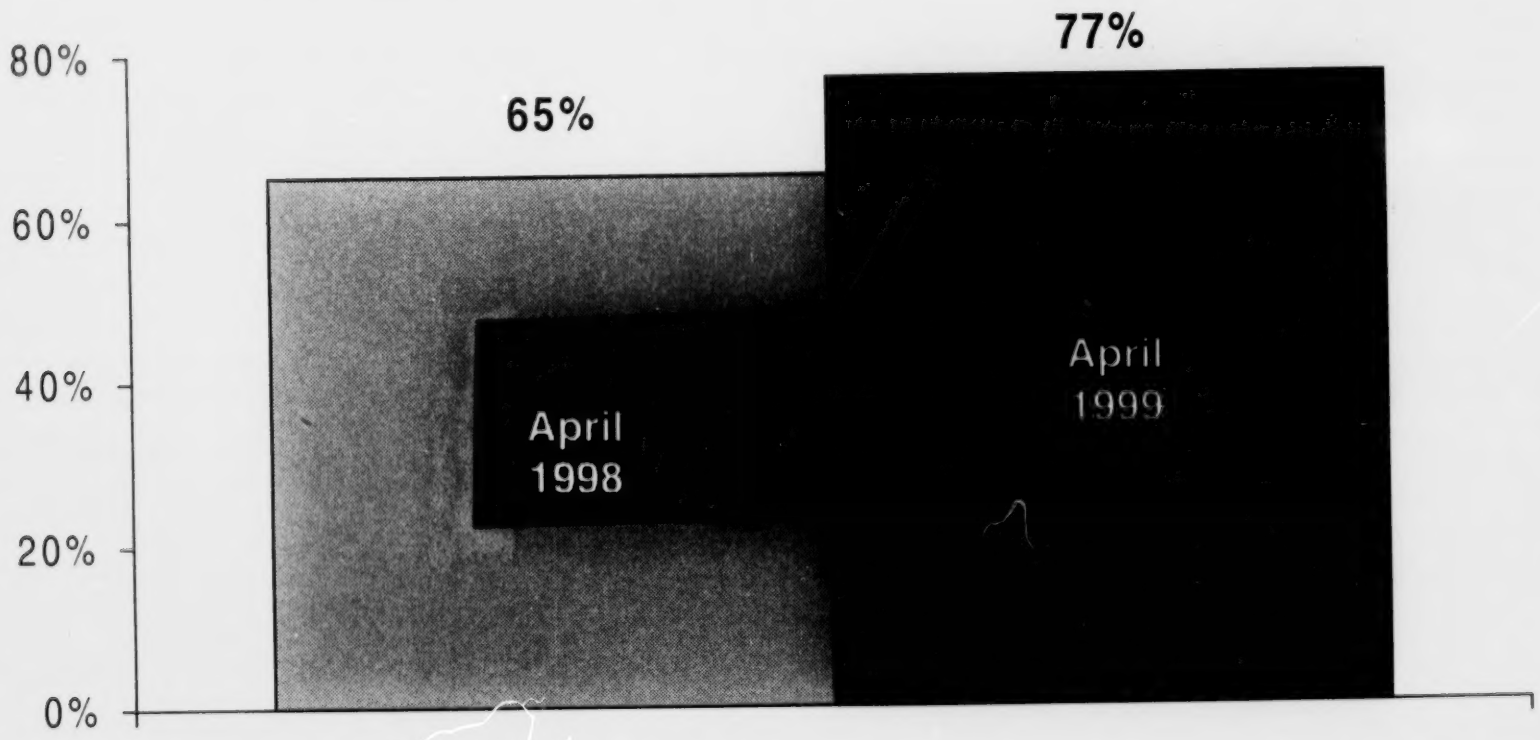


Sources: *Parents and the V-Chip*: A Kaiser Family Foundation Survey, May 1999; *Parents, Children and the Television Ratings System*: Two Kaiser Family Foundation Surveys, May 1998; A Kaiser Family Foundation and Children Now National Survey: *Parents Speak Up About Television Today*, December 1996.

Chart 2

Parents' Plans for the V-Chip

Percent of parents who would use a V-chip if they had one…

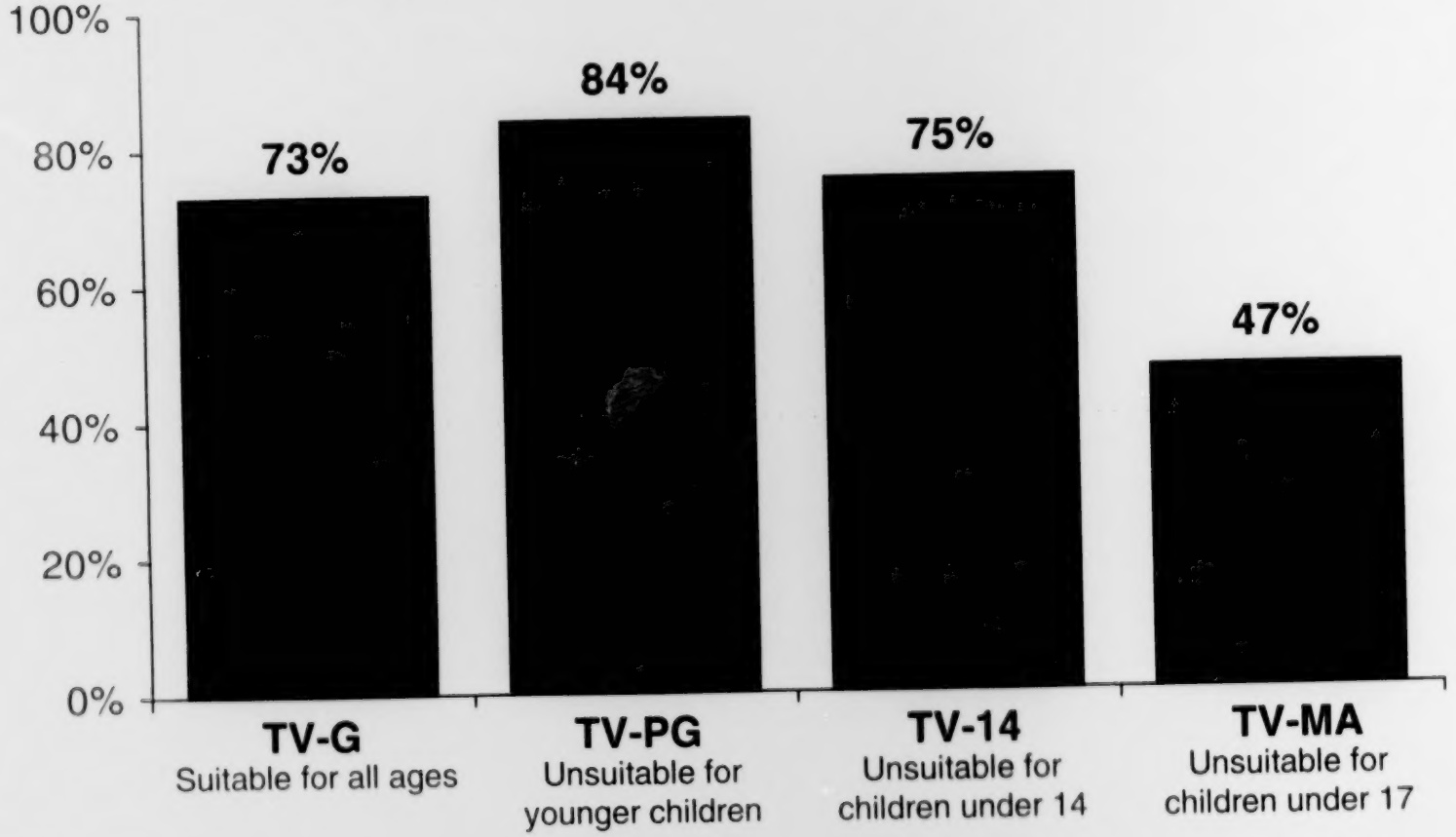


Sources: *Parents and the V-Chip*: A Kaiser Family Foundation Survey, May 1999; *Parents, Children and the Television Ratings System*: Two Kaiser Family Foundation Surveys, May 1998.

Chart 3

Parents' Understanding of the Ratings Symbols

Among parents who are aware of the ratings, the percent who know what the age-based ratings mean...

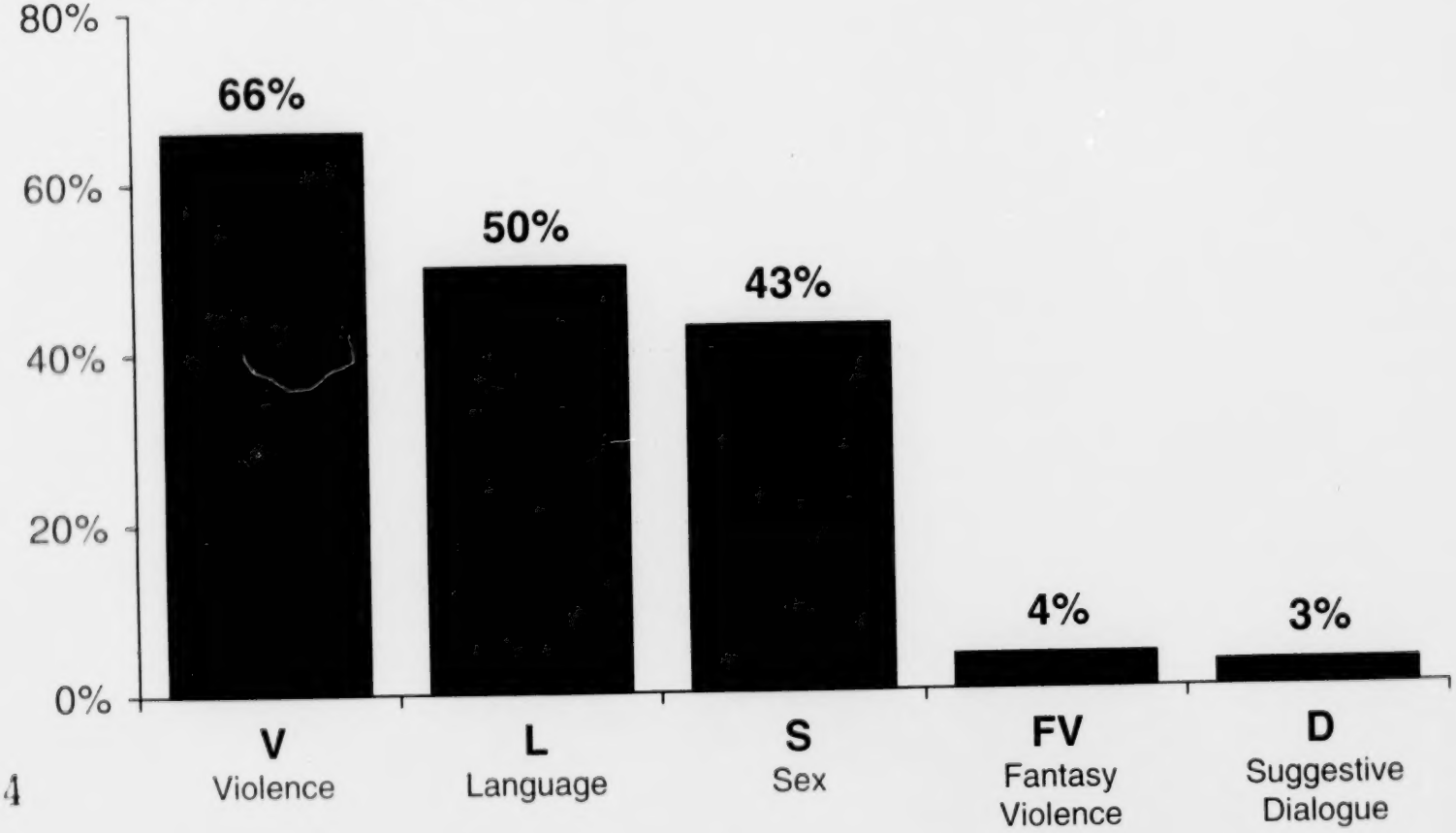


Source: *Parents and the V-Chip*: A Kaiser Family Foundation Survey, May 1999.

Chart 4

Parents' Understanding of the Ratings Symbols

Among parents who are aware of the ratings, the percent who know what the content-based ratings mean...

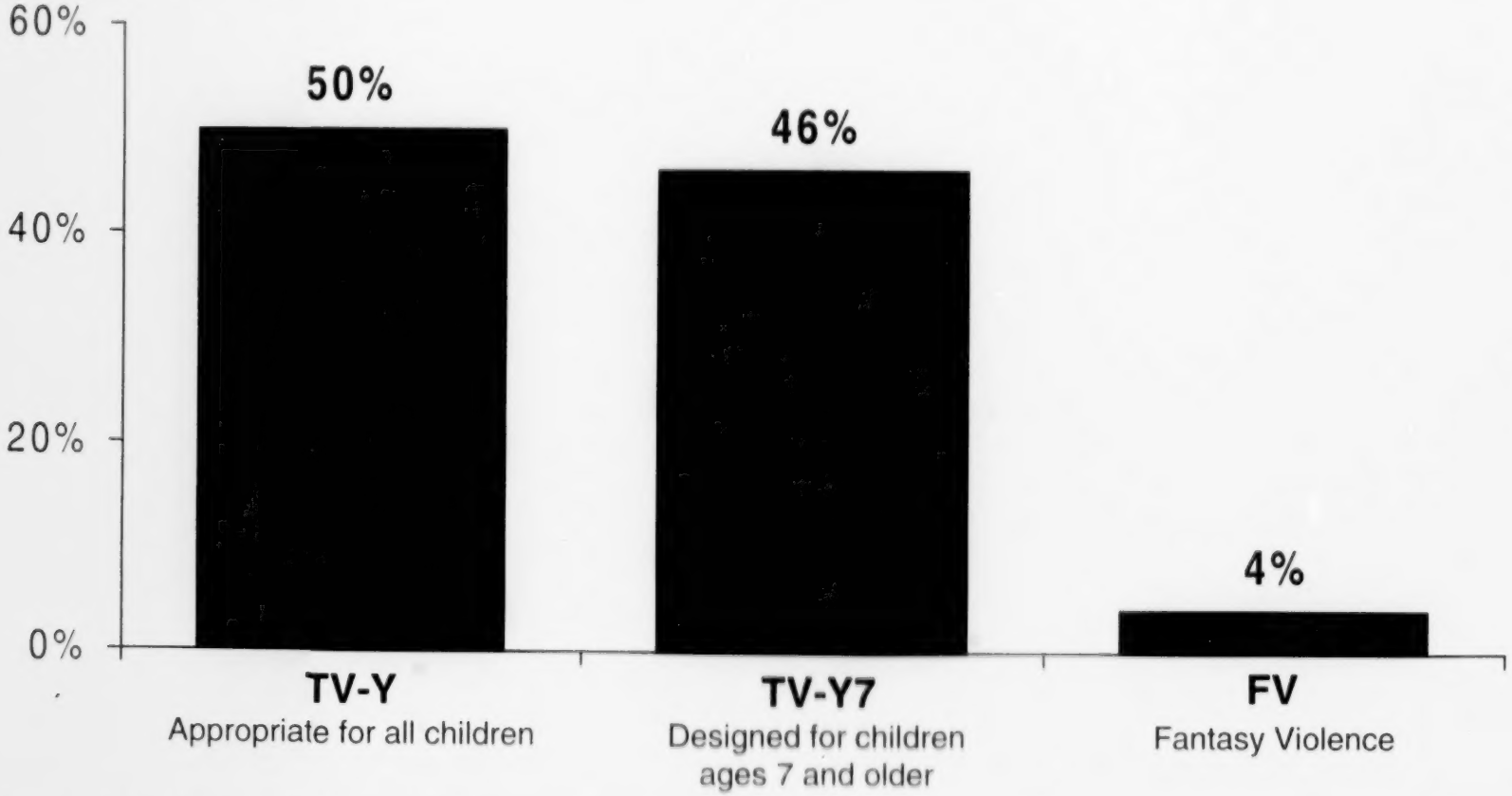


Source: *Parents and the V-Chip*: A Kaiser Family Foundation Survey, May 1999.

Chart 5

Parents' Understanding of the Ratings for Children's Shows

Among parents who are aware of the ratings *and* have children under 10 years old, the percent who know what the ratings symbols for children's programs mean…

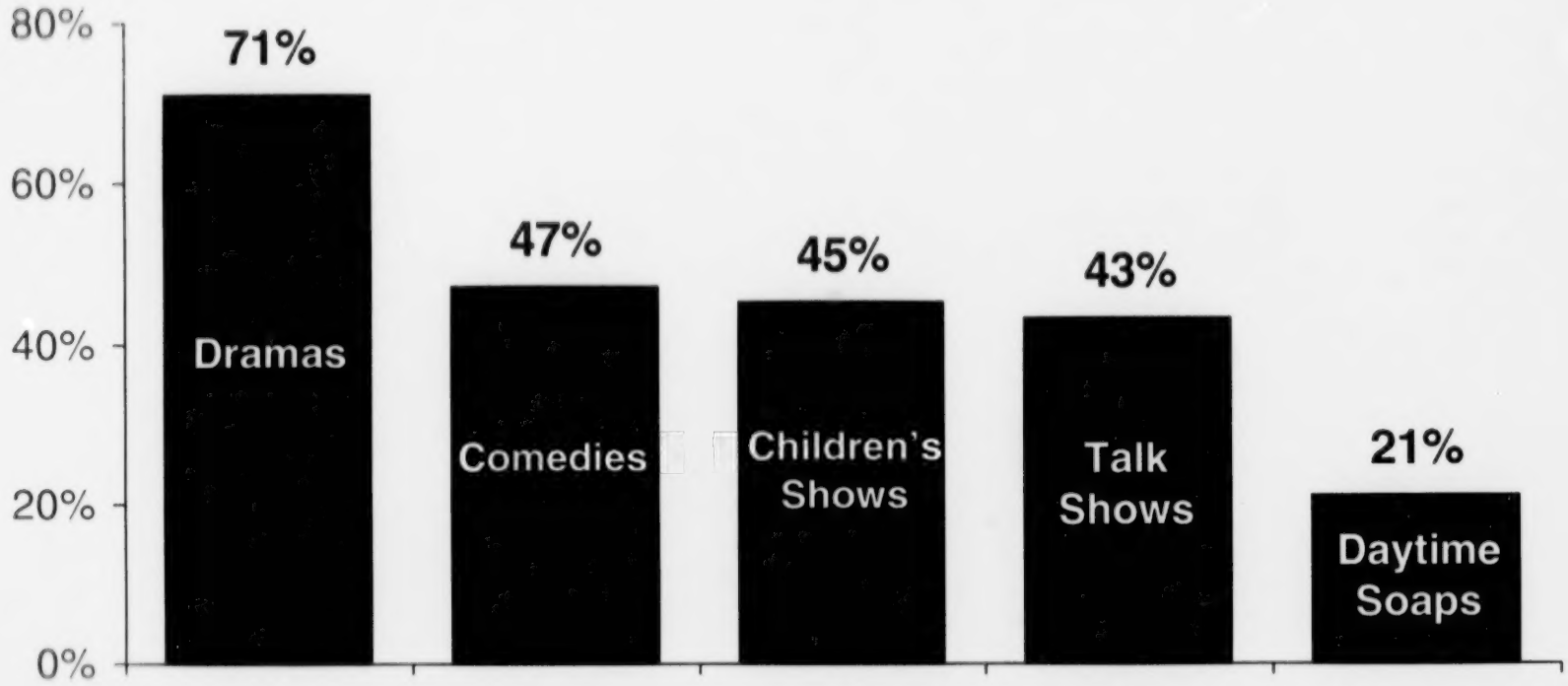


Source: *Parents and the V-Chip*: A Kaiser Family Foundation Survey, May 1999.

Chart 6

Parents' Understanding of Which Shows are Rated

Among parents who are aware of the ratings, the percent who know that the following types of shows are rated...

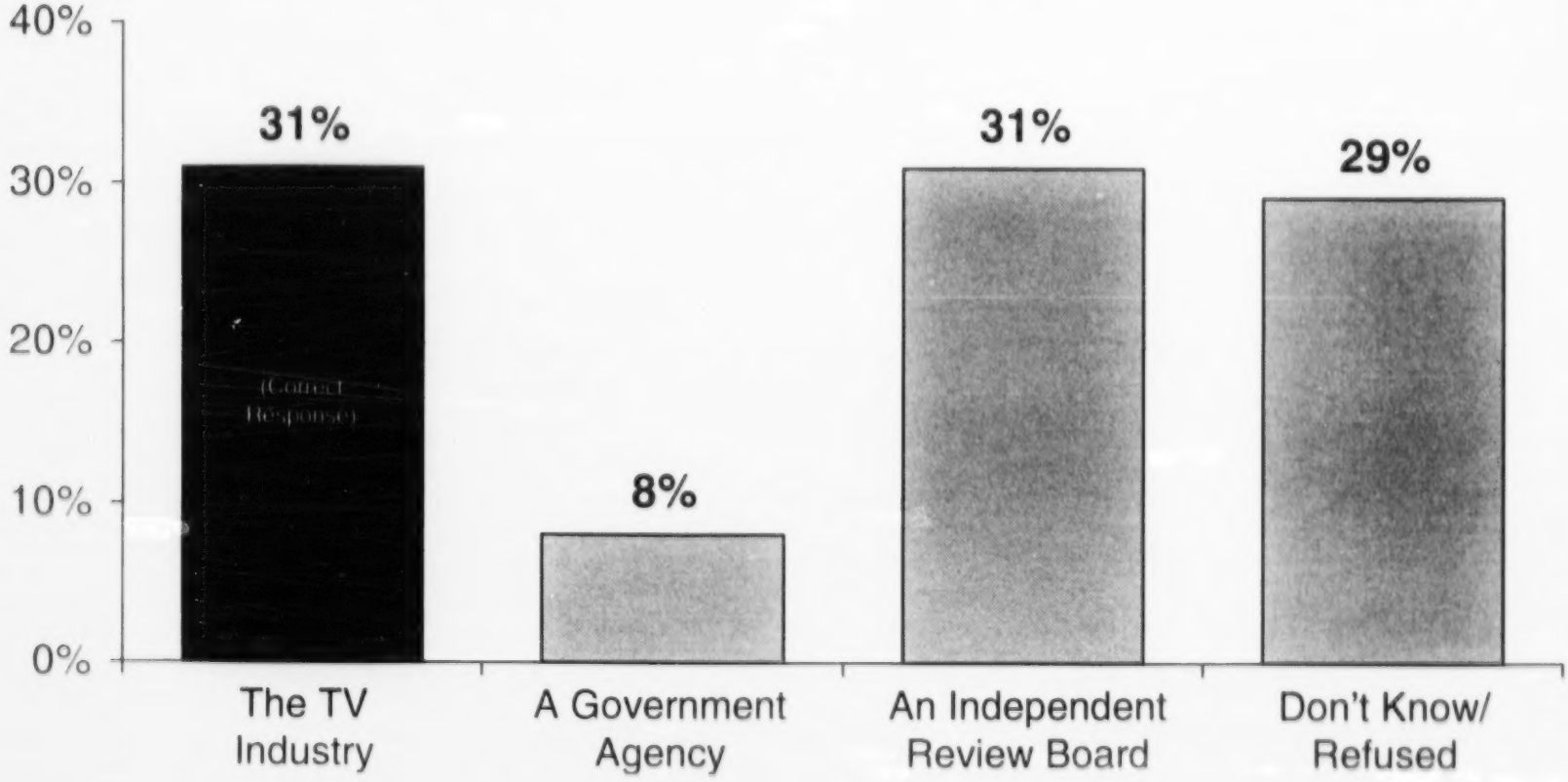


Source: *Parents and the V-Chip.* A Kaiser Family Foundation Survey, May 1999.

Chart 7

Parents' Understanding of Who Rates TV Shows

Among parents who are aware of the ratings, the percent who think ... is responsible for rating TV shows.



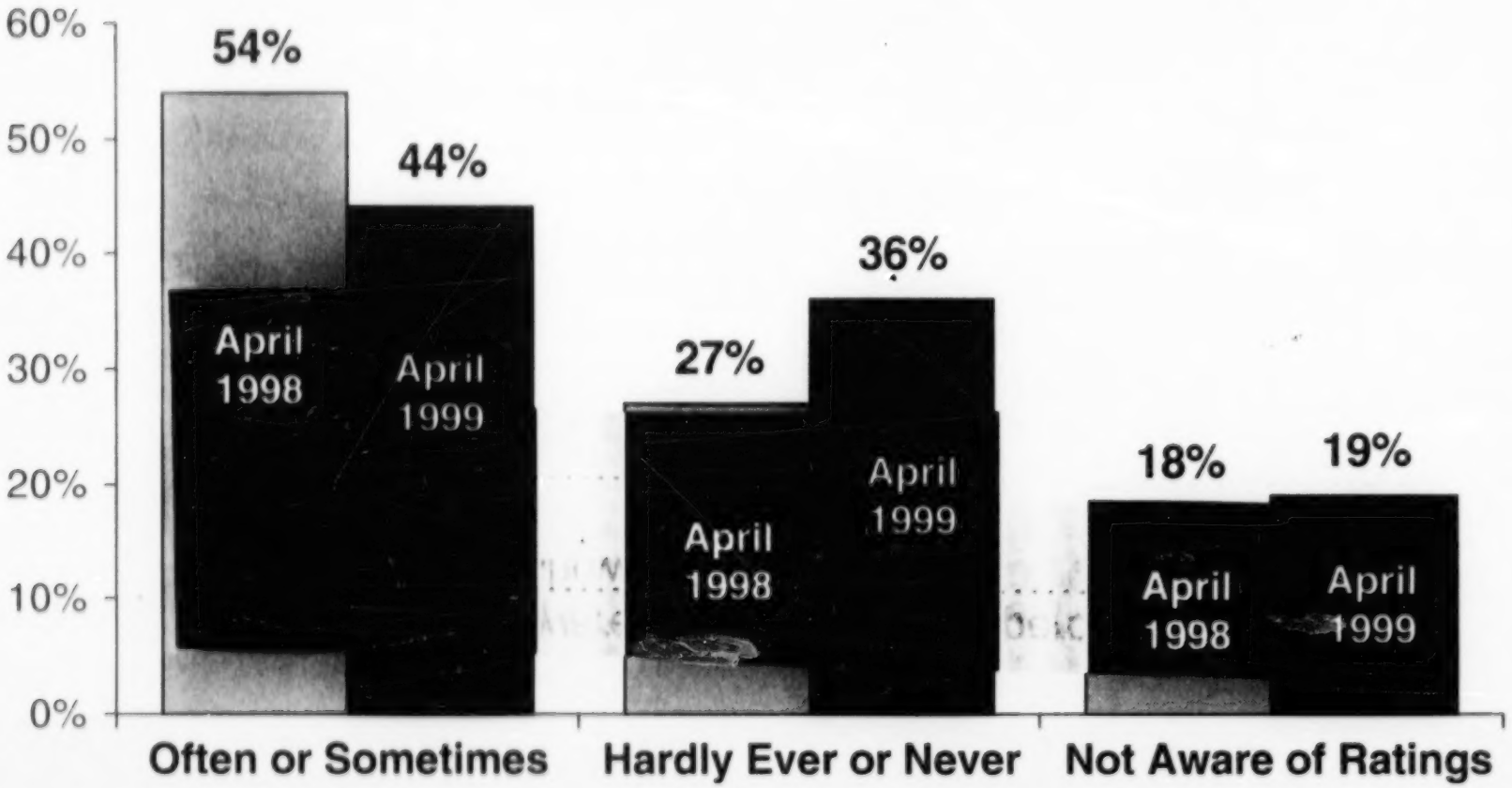
* "Other" responses not shown

Source: *Parents and the V-Chip*. A Kaiser Family Foundation Survey, May 1999.

Chart 8

Parents' Use of the TV Ratings System

Percent of parents who use the TV ratings system to help make decisions about what shows their children watch...



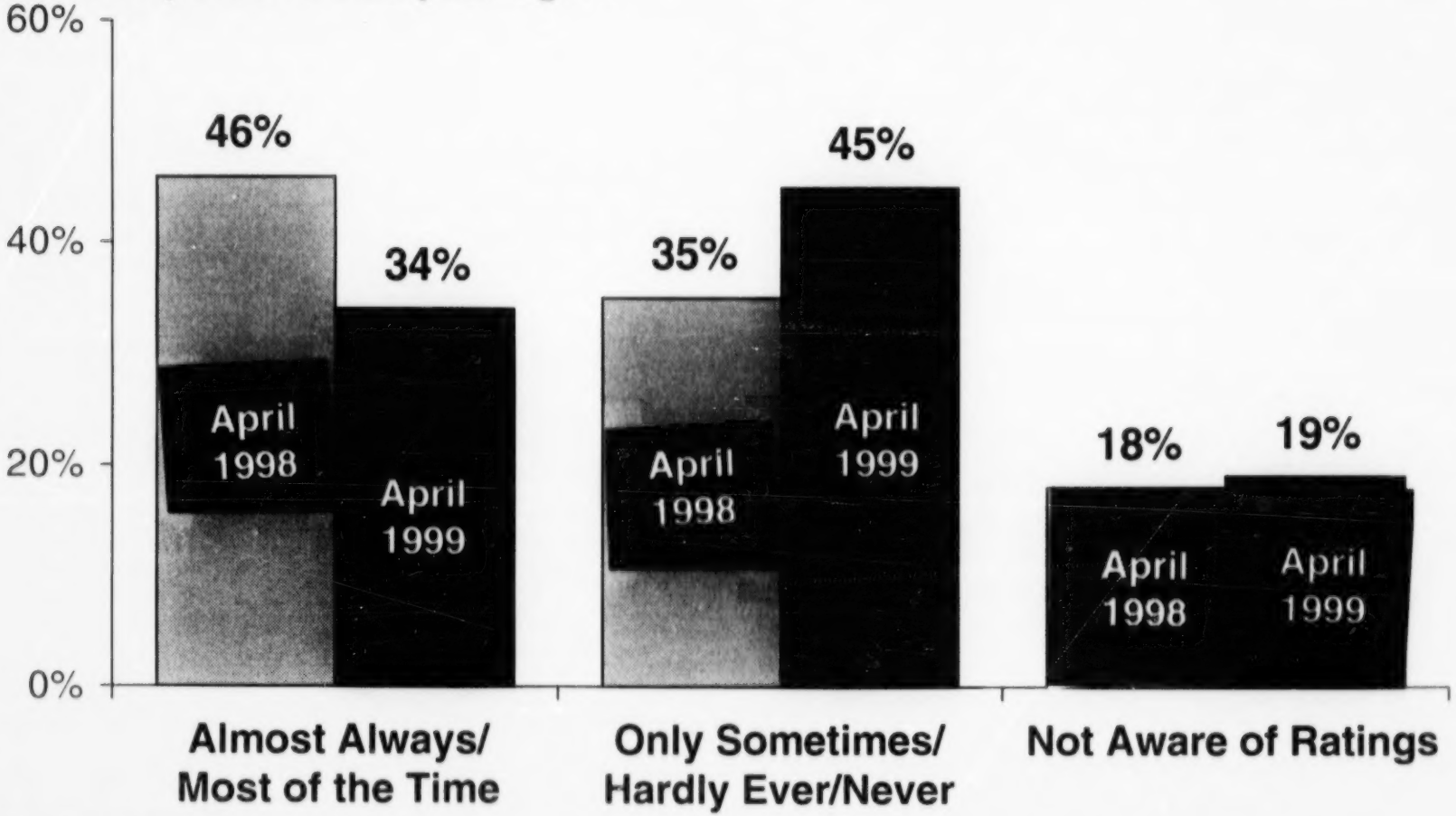
*Don't know/Refused responses not shown.

Sources: *Parents and the V-Chip*: A Kaiser Family Foundation Survey, May 1999; *Parents, Children and the Television Ratings System*: Two Kaiser Family Foundation Surveys, May 1998.

Chart 9

Parents' Use of the TV Ratings System

How often parents know the rating of the show their child is watching today, as compared to one year ago...



*Don't know/Refused responses not shown.

Sources: *Parents and the V-Chip*: A Kaiser Family Foundation Survey, May 1999; *Parents, Children and the Television Ratings System*: Two Kaiser Family Foundation Surveys, May 1998.

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